

Press Release

A Facial Finesse at MiraSpa

All new revolutionary treatments designed in partnership with Aromatherapy Associates

For Immediate Release – MiraSpa, a modern haven for rejuvenation and beauty located in Hong Kong's only Design Hotels™ member hotel, celebrates the end of summer season with the launch of a luxuriant collection of revitalising facials, relaxing body therapies and unique signature rituals in partnership with renowned spa brand **Aromatherapy Associates**.

Three new to the Hong Kong market, targeted and **results-driven facials** have been designed to unite the Aromatherapy Associates' signature, natural ingredients with the power of electrical micro-currents to create the "ultimate" in the spectrum of facial treatments. Incorporating highly active products with the latest technology MiraSpa adds an innovative menu delivering staggering results.

Aroma Radiance Lift Facial^{AA}

Using a sophisticated micro-current machine, this facial is designed to tone the muscles of the face and neck. An enzymatic peel of passionflower and pineapple will brighten the complexion followed by lymphatic drainage to detoxify alleviating puffiness and dark circles from under the eyes and micro-current to tone the skin. Focusing on any areas of concern, lifting the eyes, forehead and lower face the micro-current leaves the skin totally radiant activating the Magnesium skin booster and Jumbu Resin hydration gel applied.

Treatment Time: 75 minutes

Weekdays HK\$1,260 | Weekend HK\$1,300

Aroma Ultimate Cleanse Facial^{AA}

The ultimate pore cleanser for combination, oily and city stressed skin! The pores are cleared of impurities that cause skin congestion using an effective galvanic current and extraction followed by the application of Zinc skin booster. Lost moisture is replenished as dehydration lines are plumped out. The treatment is completed with direct high frequency using 'ozone' to cleanse, heal and prevent further breakouts.

Treatment Time: 75 minutes

Weekdays HK\$1,260 | Weekend HK\$1,300

Ultimate Power Facial^{AA}

Everything you need for a complete complexion overhaul. Depending on skin's needs a galvanic cleanse with rose gel or an enzymatic peel of passionflower and pineapple is used to renew and soften the skin and stimulate the circulation. The treatment then combines micro-current with a Vitamin C or Magnesium skin booster to tone and lift and direct high frequency to cleanse and heal. To complement the treatment Instant Skin Firming Serum is applied followed by a divine nourishing mask while you snooze to a deeply relaxing shoulder and scalp massage.

Treatment Time: 90 minutes

Weekdays HK\$1,570 | Weekend HK\$1,600

Two **signature rituals** created exclusively for MiraSpa using the finest Aromatherapy Associates products for the most luxurious of treatments.

Mira-culous^{AA}

Exotic flowers of fresh tuberose, ylang ylang and vanilla combine with an intensive salt and coffee body exfoliation to stimulate the circulation and slough off dead cells to revive tired-looking skin. The body is layered in mineralising marine algae and massaged with a blend of nourishing plant oils smoothed in a buttery lotion to soften. While cocooned, a repairing and anti-ageing facial of the finest essential oils and botanical extracts, natural oils of inca inchi and larch extract stimulate collagen to firm and tone the skin, anti-inflammatory properties of pomegranate and rosehip seed oil work on slowing down the effects of ageing skin and beautiful skin is unveiled.

Treatment Time: 2 hours 30 minutes

Weekdays HK\$2,205 | Weekend HK\$2,280

Sleepless in Hong Kong^{AA}

Immerse yourself in a deep state of relaxation for a comforting, peaceful night's sleep. A head to toe massage harnessing rich earthy essential oils of vetivert, chamomile and sandalwood, renowned for their intense calming and grounding effects balances the nervous system and soothes the mind. Complimented by a bespoke facial using a combination of the finest pure essential oils and plant extracts applied with specific massage techniques, to restore and recondition the skin, leaving the complexion smooth and luminous. The perfect remedy for those who are longing for a restful sleep completed with a chamomile nightcap served at the end of the ritual.

Treatment Time: 2 hours 30 minutes

Weekdays HK\$2,050 | Weekend HK\$2,120

Completing the menu of tantalizing treatments is a massage therapy ***The Real Aromatherapy Experience***^{AA} that uses the most precious essential oils on Earth selected with the therapist to meet physical and emotional needs. Swedish and neuromuscular techniques relieve muscular tensions, while lymphatic drainage massage helps to detoxify the body and stimulate the circulation.

Treatment Time: 60 / 90 minutes

Weekdays HK\$920 / HK\$1,240 | Weekend HK\$960 / HK\$1,300

For overall body rejuvenation MiraSpa presents the ***Wrap of Roses***^{AA} designed to replenish thirsty skin with an intensely nourishing ritual that begins with a gentle exfoliation to bring dull skin to life. The Damascus Rose, a symbol of beauty and love enriches the oils and creams that are layered on the skin under a warming wrap. The treatment is combined with an Ayurvedic scalp massage to brighten the spirits.

Treatment Time: 75 minutes

Weekdays HK\$915 | Weekend HK\$950

MiraSpa is open from 9am to 11pm, advance bookings are highly recommended.

Call MiraSpa on 2315 5500 for bookings.

About Aromatherapy Associates

In 1985, Aromatherapy Associates was established to share the benefits of aromatherapy through a range of therapeutic-grade products and treatments. The company has continued to develop and expand, and its products are now sold at exclusive hotels, spas and retail outlets in over 30 countries worldwide. With experience in spas, therapy, product development and retail, Aromatherapy Associates understands spa from every angle, and develops therapist-inspired natural products that are as effective as they are luxurious. Rich in essential nutrients and antioxidants, essential oils encourage radiant, healthy skin, working at a cellular level to keep the complexion soft and looking youthful. By harnessing their therapeutic properties, aromatherapy works to improve our physical, mental and emotional wellbeing. In 2011, Aromatherapy Associates won three of the industry's leading awards: "Most Popular

Spa Product Brand of the Year” at the SpaChina Summit 2011, Product Supplier of the Year at The Crystal Awards Asia Pacific 2011, and “Spa Product Line of the Year” at the AsiaSpa Awards 2011.

About MiraSpa

MiraSpa is an award-winning 21st century metropolitan spa combining contemporary, Western design, with stylish, warming touches that deliver a sense of wellbeing and subtle stimulation. The 18,000-square-foot retreat comprises of a spa zone, wellness, and beauty facilities featuring a stunning, 25-metre indoor infinity-edge pool and jacuzzi, immediately immersing guests in an environment of absolute tranquility and pampering that includes a wet zone with sauna, steam, whirlpool, experience showers, waterbed lounge and nine spacious treatment rooms: seven Spa Suites with private washroom and shower, and two VIP Spa Suites with private sunken whirlpool bath, relaxation area, steam shower and vanity area for the ultimate exclusive spa experience. The oval-shaped Aura Room with soothing coloured light feature induces restful sleep.

Treatments incorporate innovative technology to yield maximum results via exclusive product ranges that showcase a unique apothecary concept of blending ingredients to suit individual needs. Complete customization enables guests to set the mood for their MiraSpa experience in terms of style of music, lighting and treatment combinations. Packages allow guests to pick and choose a personalized combination of therapies.

The MiraSpa opens from 9am to 11pm and can be accessed directly from street level by a dedicated elevator situated next to the hotel's G/F Kimberley Road entrance, or via convenient underground path from the car park located underneath the Miramar Shopping Centre Tower.

About The Mira Hong Kong

The Mira Hong Kong is a smoke-free, design hotel with a total of 492 guest rooms, including a collection of 56 suites and specialty suites, which is centrally located in Tsimshatsui, the heart of Hong Kong's commercial, shopping, dining and entertainment district. Overlooking the lush Kowloon Park and a close walk to the local underground, railway stations and the Star Ferry, the hotel easily connects to all parts of the vibrant metropolis.

The Mira Hong Kong is a member of Design Hotels™, HIP Hotels, Tablet Hotels, Kiwi Collection, Minimo Hotels and The Chic Collection.

www.themirahotel.com



Using a sophisticated micro-current machine in combination with active products MiraSpa delivers “ultimate” in facial therapies



**Harnessing the power of natural, highly effective ingredients
Aromatherapy Associates product line is a new addition to the
hand-picked collection offered by the MiraSpa**

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